PLANTSTRONG®

EAT STRONG FOOD®

SEVEN DAY CHALLENGE GUIDE

Includes fresh recipes, resources & exclusive perks!

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WELCOME TO YOUR 2024 REBOOT!

Dear PLANTSTRONG Champions,

This is my personal invitation for you to join us for a Seven-Day Challenge in 2024—a Challenge that, if accepted and repeated, has the power to transform your well-being and put you firmly in the driver's seat of your health journey.

The PLANTSTRONG Seven-Day Challenge is the bullseye of nutrition and it will be a game-changer for you. In 2024, we are calling on you to reboot, reenergize, and reclaim control of your well-being by taking on this empowering challenge.

What is the Seven-Day Challenge?

It’s not just a program; it's a revolutionary way of living. We're challenging you to concentrate on filling your plates with the goodness of whole, plant-based foods. This means embracing a diet rich in fruits, vegetables, legumes, and whole grains, while simultaneously crowding out animal products like meat, seafood, dairy, and eggs. In addition, we're urging you to eliminate processed oils and cut back on excessive salt and sugar.

This isn't just a dietary change; it's a lifestyle transformation that has the potential to elevate your health to new heights. Think of it as the Varsity Program of nutrition, where you are the star player, and whole, plant-based foods are your winning team.

Why Take the Seven-Day Challenge?

The benefits of adopting a whole foods plant-based lifestyle are profound. Not only does it support weight management and boost your energy levels, it also reduces your risk of chronic diseases such as heart disease, diabetes, and certain cancers. A PLANTSTRONG diet is not just about what you eliminate; it's about embracing vibrant, nutrient-rich foods that nourish your body from the inside out. We call these STRONG foods.

Now, you might be thinking, "Why just seven days?" Well, seven days is the perfect duration to kickstart your journey to better health. It's long enough to experience the benefits and short enough to overcome any initial hurdles. By concentrating on seven days at a time, you'll find it easier to crush obstacles that may have stood in your way before.

LET'S DO THIS.

How to Get Started:

1. Commit to the Challenge: Make a commitment to yourself and your health. Decide to take on the Seven-Day Challenge with enthusiasm and determination.

2. Plan Your Meals: Explore the vast and delicious world of plant-based foods. Plan your meals to ensure you're getting a variety of nutrients from different sources.

3. Connect with the Community: Join the PLANTSTRONG community for support, inspiration, and shared experiences. Together, we can amplify the impact of the Seven-Day Challenge.

4. Track Your Progress: Keep a journal of how you feel physically, mentally, and emotionally throughout the challenge. Celebrate the victories, no matter how small, and learn from any challenges.

5. Share Your Journey: Inspire others by sharing your journey on social media using #PLANTSTRONGChallenge. Your story might be the encouragement someone else needs to embark on their own path to a plant-strong life.

Are you ready to embrace the PLANTSTRONG lifestyle? Will you take the Seven-Day Challenge in 2024 and become the driver of your health destiny? I believe in you, and I know that together, we can create a world where vibrant health is within everyone's reach.

Join us in making 2024 the year of PLANTSTRONG transformation. Your body will thank you, and so will the planet.

Eat Strong Food,

Rip Esselstyn
Founder, PLANTSTRONG

PLANTSTRONG®
EAT STRONG FOOD®

JOIN COMMUNITY

SEVEN-DAY CHALLENGE

NO COUNTING CALORIES OR MEASURING PORTIONS
SIMPLY FOCUS ON ENJOYING THE SIMPLE SEVEN AND YOU'LL FEEL AMAZING!

ADOPTING A PLANTSTRONG LIFESTYLE TAKES A MINIMUM AMOUNT OF TIME AND EFFORT, BUT IT DELIVERS MAXIMUM RESULTS!
FILL YOUR PLATE AT EVERY MEAL WITH A VARIETY OF THE SIMPLE SEVEN:

1 VEGETABLES & LEAFY GREENS
INCLUDING POTATOES, CORN, BROCCOLI, CARROTS, KALE, SPINACH & SO MANY MORE

AIM FOR SIX SERVINGS OF LEAFY GREENS A DAY!

2 WHOLE FRUIT
FRESH OR FROZEN, WE DON'T CARE!

3 INTACT WHOLE GRAINS
LIKE BROWN RICE, OATS, QUINOA, FARRO OR BULGUR

4 100% WHOLE GRAIN ITEMS
BREADS, PASTAS, & TORTILLAS

WATCH OUT FOR ADDED OILS!

5 LEGUMES, BABY!
BLACK BEANS, LENTILS, PINTO BEANS, CHICKPEAS, SPLIT PEAS, & OIL-FREE HUMMUS

6 EXTRA FLAVOR
HERBS, SPICES, VINEGARS, HOT SAUCE, MUSTARD, KETCHUP, & BBQ SAUCE

7 BEVERAGES
WATER (SPARKLING & STILL), TEA, & BLACK COFFEE

WE KNOW IT'S CHALLENGING BUT YOU CAN DO IT! COMMIT TO ONE WEEK AND SEE HOW GOOD IT FEELS TO LIVE PLANTSTRONG!

LET'S AVOID MEAT, POULTRY, FISH, EGGS, DAIRY PRODUCTS, ALL OILS, & WHITE BREADS/PASTAS. AND BE MINDFUL OF YOUR CONSUMPTION OF AVOCADOS, NUTS, TOFU, & TEMPEH.

NEED HELP?

GET RECIPES AND RESOURCES TO HELP YOU SUCCEED IN THE PLANTSTRONG COMMUNITY AT:
FACEBOOK.COM/GROUPS/GOPLANTSTRONG

FEELING STUCK?

MAKE IT EASIER BY EATING THE BEST-TASTING 100% PLANTSTRONG FOODS ON THE PLANET.
VIEW OUR FULL PRODUCT LINE AT:
PLANTSTRONGFOODS.COM

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Apple Raisin Overnight Oats

3 servings 15 minutes

INGREDIENTS

2 cups old fashioned rolled oats

1 cup unsweetened applesauce

1 1/2 cups unsweetened plant milk

1 teaspoon cinnamon or apple pie spice

1/2 cup raisins

1/2 cup walnuts

2 apples, diced

1 cups PLANTSTRONG All-American Apple Pie Granola

DIRECTIONS

1. Mix oats, cinnamon, applesauce and plant milk together until well combined.
2. Fill 3 pint sized mason jars 1/3 full with the oatmeal mixture.
3. Add the diced apple as the next layer in each jar.
4. Next, add the raisins to each jar.
5. Then add the granola and walnuts.
6. Add any remaining oat mixture to the top of the jars.
7. Seal the jars with a lid after assembling and store in the refrigerator overnight or at least 2 hours . Remove lid and warm in the microwave for 90 seconds or eat cold.

NOTES

We love overnight oats! These jars are so fun to customize. Use any fruit or variety of PLANTSTRONG granola to make these your own. Oatmeal will keep up to 5 days in the refrigerator.

Peach Raspberry Sheet Pan Pancakes

12 pancakes 20 minutes

INGREDIENTS

1 package PLANTSTRONG Pancake Mix

2 1/2 cups plant milk

1 tablespoon cinnamon

3/4 cup raspberries

3/4 cup peaches

1/4 cup old fashioned rolled oats

1 tablespoon hemp seeds

DIRECTIONS

1. Preheat oven to 400 degrees
2. In a mixing bowl, combine pancake mix, plant-milk, peaches, raspberries and cinnamon
3. Line a baking sheet with parchment paper. I use a 13x18 - half sheet sheet pan
4. Fill with the pancake batter.
5. Sprinkle with rolled oats and hemp seeds.
6. Bake for 15-18 minutes.
7. Slice into 12 squares and serve!

NOTES

Have fun with this recipe - use any variety of fruit that you enjoy. Freeze any remaining pancakes—they reheat beautifully in the toaster or microwave.

Jicama Citrus Salad

4 servings 35 minutes

INGREDIENTS

2 cups baby arugula

2 cups cubed jicama

3 clementines sectioned and halved

1 cup blueberries

1 cup pomegranate arils

3 tablespoons lemon or clementine juice

DIRECTIONS

1. Toss all ingredients together in a large bowl.
2. Refrigerate for 30 minutes before serving.

NOTES

Jicama is a root vegetable that can be found whole in the produce department or in the prepared fruit section cut into sticks. It's a crunchy, slightly sweet vegetable that has a texture similar to a radish.

Pinto Bean Crunch Salad

4 servings 15 minutes

INGREDIENTS

1 (15 oz) can pinto beans, rinsed
1 cup baby spinach, finely chopped
8 oz cherry tomatoes, halved
1 red bell pepper, diced
1 jalapeno seeded and diced
1 cucumber, chopped
1 stalk celery, thinly sliced
2 tablespoons Dijon mustard
2 tablespoons fresh lime juice
1 tablespoon chopped fresh cilantro
1 teaspoon ground cumin

DIRECTIONS

1. In a large bowl, combine all ingredients. Chill for an hour or so before serving to let the flavors blend together.

NOTES

Skip the jalapeno if you do not like heat. Substitute parsley or baby spinach if you don't like cilantro. Look for reduced sodium or no salt added beans.

Baja Cabbage Slaw

4 servings 20 minutes

INGREDIENTS

1 ripe avocado, pitted and peeled

1¼ cups salsa, your choice

1 teaspoon fresh lemon juice

1 clove garlic, finely minced

Pinch cayenne, if you like it hot

1 to 3 shakes red pepper flakes, optional

4 to 6 cups finely shredded red or napa cabbage

½ cup shredded carrots

½ red bell pepper, diced

1/4 cup red onion, diced

1 tomato, diced

Cilantro, chopped, for garnish (optional)

DIRECTIONS

1. In a food processor or high-speed blender, combine the avocado, salsa, lemon juice, garlic, cayenne, and red pepper flakes and blend until smooth to make the Baja sauce.
2. In a bowl, combine the cabbage and sauce, and toss until everything is well coated.
3. Add the carrots, bell pepper, and tomato and toss again. Garnish with cilantro and serve immediately or place in the fridge until ready to serve.

NOTES

Use Napa cabbage for a nitric oxide boost!

Creamy Kale Salad

4 servings 35 minutes

INGREDIENTS

1 bunch curly kale, finely chopped
2 cups grated carrots
½ avocado, peeled and pitted
⅓ cup red onion, diced
2 tablespoons lemon juice
3 tablespoons hemp seeds
½ teaspoon reduced sodium tamari
½ teaspoon black pepper

DIRECTIONS

1. Toss all ingredients together in a large bowl.
2. Use your hands or fork to mash avocado into kale.
3. Let sit at room temperature for about 30 minutes before serving to allow kale to soften naturally in the dressing.

NOTES

This salad is perfect for customizing! Pile high with your favorite veggies. We love slices of mini bell peppers or shredded jicama for added flair.

Smoky Southern Collard Greens

4-6 servings 25 minutes

INGREDIENTS

2 bunches collard greens, chopped
1 large yellow onion, diced
½ teaspoon crushed red pepper flakes
2 cloves garlic, chopped
½ teaspoon freshly ground black pepper
1 tablespoon smoked paprika
2 teaspoons low sodium tamari
2 cups vegetable broth or water

DIRECTIONS

1. Heat a large skillet over medium heat. When the pan is hot, add onion and stir constantly for 2-3 minutes.
2. Add 2 tablespoons water, red pepper and garlic and cook for 3 minutes, stirring often.
3. When onion turns translucent, slowly add the greens, with water still clinging to the leaves, stirring often, until wilted, about 5 minutes.
4. Add tamari, pepper, paprika and 2 cups broth. Bring to a boil and then reduce heat to a simmer.
5. Cook until the collard greens are very tender, about 20 minutes.

NOTES

Don't be afraid to try new leafy greens! Serve these with your favorite plant-based burger or with beans and rice and a side of cornbread.

Black Bean Confetti Soup

6 servings 30 minutes

INGREDIENTS

6 cups of PLANTSTRONG vegetable broth
2 15oz cans black beans drained and rinsed
½ cup chopped red onion
4 cloves garlic, minced
1 red bell pepper, diced
1 cup fresh salsa, mild or medium
1 cup corn
1 cup diced celery
1 cup chopped spinach
1 cup red cabbage
2 carrots, sliced
2 avocados, diced
1 tablespoon chipotle chili powder
1 tablespoon cumin
1 tablespoon Bragg's Liquid Aminos

DIRECTIONS

1. Saute the red onion and garlic until translucent in a 6 quart pot.
2. Place everything else except the avocado, in the pot.
3. Cook over low heat to allow flavors to blend for about 20 minutes.
4. Serve soup with diced avocados. Garnish with cilantro if desired.

NOTES

This soup is perfect for customizing! Add your favorite veggies to it for added flair. This soup is great served over brown rice or quinoa as well!

Stay Gold Stew

6 servings 30 minutes

INGREDIENTS

8 cups PLANTSTRONG Sweet Corn Broth
1 onion diced
3 stalks celery, diced
1 carrot diced
4 cloves garlic ,minced
4 cups chopped kale
3 cups Yukon gold potatoes, diced
1 - 15oz can no salt added black beans rinsed
2 cups golden beets diced
2 cups corn
1 cup old fashioned oats
1 teaspoon poultry seasoning (rosemary, sage, thyme, marjoram)
2 tablespoons turmeric
1/2 lemon, zested
2 teaspoons black pepper

DIRECTIONS

1. In a dry hot pan - sauté onions, celery, carrots, poultry seasoning and garlic until onions caramelize.
2. Add broth, potatoes, corn, black beans, beets, turmeric and black pepper. Bring to a boil, reduce heat, simmer for 15 minutes.
3. Remove from heat. Add oats, kale and lemon zest - stir - cover and let stand for 5 minutes.
4. Stir and serve with jalapeños, cilantro or other garnish as you wish.

NOTES

This hearty soup has your greens built in - it's the beets! Golden beets have a milder flavor than red beets and are packed with nutrients.

Secret Sauce Chickpea Jars

2 servings 20 minutes

INGREDIENTS

1 cup white quinoa, prepared

1 (15-ounce) can chickpeas, rinsed

1 cup cucumbers diced

1 red bell pepper, diced

1/2 cup shredded carrots

1/2 cup shredded red cabbage

1 package PLANTSTRONG Secret Sauce Peanut Curry

3/4 cup water

Serve over a bowl of fresh greens!

DIRECTIONS

1. Prepare two large mason jars to be equally filled. Splitting the ingredients between the two jars.
2. Add the chickpeas to the jars.
3. Prepare the secret sauce dressing by combining the contents of the sauce packet with water, mix well.
4. Pour the secret sauce over the chickpeas.
5. add the peppers, cucumbers, carrots, quinoa and red cabbage.
6. Seal with a lid and take your Secret Sauce Chickpea Jars wherever you may roam!
7. Serve over fresh greens.

NOTES

Take a box of greens to the office and stash in your breakroom refrigerator. When it's time for lunch, pour one jar over a bowl of greens for a delicous meal.

Amazon Dressing

4 servings 5 minutes

INGREDIENTS

3 tablespoons lime juice

½ teaspoon ground cumin

2 green onions, chopped

2 tablespoons chopped fresh cilantro or basil

1 tablespoon minced fresh jalapeño pepper

1 mango, peeled and cubed

DIRECTIONS

1. In a food processor or blender, combine the lime juice, cumin, green onion, cilantro, jalapeño, and mango. Blend until smooth and serve.

NOTES

This gem from the jungle adds swing to any salad. It's big on flavor and the mango gives it a tropical twist. Enjoy over the Ecuadorian Bowl (next page) or any rice and beans bowl.

Ecuadorian Dinner Bowl

2-4 servings 35 minutes

INGREDIENTS

1 cup red quinoa
1 (15-ounce) can black beans, rinsed
1 cup white sweet corn (frozen is fine)
2 tomatoes, chopped
1 red bell pepper, diced
1 ripe mango, skinned and cubed (or 1 cup frozen mango chunks)
1 avocado, diced or mashed
2 cloves garlic, minced
1 cup Amazon Dressing
8 ounces fresh spinach

DIRECTIONS

1. Cook the quinoa as directed on package. Set aside.
2. In a large bowl, combine the quinoa, black beans, corn, tomatoes, bell pepper, mango, avocado, and garlic.
3. Stir until well mixed.
4. Add the dressing and stir.
5. Adjust seasonings to taste: You may want more jalapeño heat or more lime juice kick.
6. Serve immediately over the spinach.

NOTES

Instead of the fresh spinach, you could also serve the vegetables over fresh arugula, or alongside a heap of steamed greens.

THIS CHALLENGE HAS PERKS!

As a thank you for joining the free PLANTSTRONG Seven-Day Challenge, you get these exclusive perks:

- Enjoy a $7 Gift Voucher on any $30 PLANTSTRONG Foods Purchase with code KALE7 - click HERE to shop.
- Join the PLANTSTRONG Coaching Program! Use code KALE7 to get your first month for just $7 - click HERE to learn more.
- Save $20 off annual membership to PLANTSTRONG Meal Planner with code KALE20 - click HERE to learn more.
- Save $150 off any 2024 PLANTSTRONG Retreat with code KALE150 - click below for dates and details!
  - Black Mountain Retreat April 2024
  - Sedona Retreat October 2024
- Want to see the impact the Seven Day Challenge has on YOUR biometrics? We've partnered with the world's leading direct-to-consumer testing company so you can order your own bloodwork! Click HERE to see available tests.
- Questions? Email us at hello@plantstrong.com

Join us in our Facebook Group during the Challenge!

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PLANTSTRONG SEVEN–DAY CHALLENGE

WANT QUICK & EASY MEALS THAT FOLLOW THE SEVEN–DAY CHALLENGE?

Everything we do is whole grain, plant-based, oil free, and without refined sugar or excessive sodium. Set up a subscription and ensure your pantry is always filled with the world's strongest nutrition.
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